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Securities and Exchange Commission  
Division of Corporate Finance  
Office of International Corporate Finance  
Mail Stop 0302  
450 Fifth Street, NW  
Washington DC 20549  
USA



SUPPL

Dear Sirs

**4imprint Group plc (File No. 82-5104)**  
**Ongoing Disclosure Pursuant to Rule 12g3-2(b) under the**  
**U.S. Securities Exchange of 1934**

On behalf of 4imprint Group plc (the "Company") and pursuant to the requirements of Rule 12g3-2(b) under the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act"), I hereby furnish this letter, with exhibits hereto, to the Securities and Exchange Commission (the "SEC").

Pursuant to Rule 12g3-2(b)(1)(iii) under the Exchange Act, enclosed are copies of each of the documents listed below, which constitute information that the Company has recently (i) made or become required to make pursuant to the laws of England and Wales, (ii) filed or become required to file with the London Stock Exchange ("LSE") and which was or will be made public by the LSE or (iii) has distributed or become required to distribute to its security holders:-

<i>Date</i>	<i>Document</i>
17.10.01	LSE Notification – Pavilion Asset Management

If you should have any questions or comments, please call the undersigned at 001-44-161 4000.

Yours faithfully

PP. Barbara Johnson  
**Richard Harrison**  
**Finance Director**

# Dealings by Substantial Shareholders



London STOCK EXCHANGE

AVS No 96618

## Disclosure of Interest in shares and notifications of dealings under the Stock Exchange requirements

All relevant boxes should be completed in typed block capital letters.

<b>1. Name of Company</b>  4imprint plc		<b>2. Name of Shareholder having a substantial interest</b>  Pavilion Asset Management	
<b>3. Please state whether notification indicates that it is in respect of holding of the shareholder named in 2 above or in respect of a non-beneficial interest or in the case of an individual holder if it is a holding of that person's spouse or children under the age of 18.</b>  in respect of 2 above		<b>4. Name of the registered holder(s) and, if more than one holder, the number of shares held by each of them</b>  (blank)	
<b>5. Number of shares/amount of stock acquired</b>  (blank)	<b>6. Percentage of issued Class</b>  (blank)	<b>7. Number of shares/amount of stock disposed</b>  1,687,500	<b>8. Percentage of issued Class</b>  5.9%

<b>9. Class of security</b>  ordinary 38 5/32p	<b>10. Date of transaction</b>  31.10.01	<b>11. Date company informed</b>  2.11.01
<b>12. Total holding following this notification</b>  570,821	<b>13. Total percentage holding of issued class following this notification</b>  1.9%	

<b>14. Any additional information</b>  Pavilion now holds less than 3% of the issued share capital	<b>15. Name of contact and telephone number for queries</b>  Barbara Johnson
<b>16. Name and signature of authorised company official responsible for making this notification</b>  <div style="text-align: right; margin-right: 50px;">                     Richard Harrison                      Company Secretary                 </div> Date of notification <u>2.11.01</u>	